GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:599
ANSWERED ON:02.12.2015
Promoting Agriculture under Digital India
Reddy Shri Konda Vishweshwar

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) the details of the proposed programmes for agriculture and its allied sectors under the Digital India Initiative;
(b) whether the Government plans to directly involve farmers and fishermen as beneficiaries of the programmes; and
(c) if so, the details thereof?

Answer

(a) to (c): The Government of India has undertaken various initiatives for agriculture and its allied sectors under Digital India programme. The important technology programmes directly connecting & benefitting the farmers and fishermen are as follows:

1) The Government of India is implementing "National e-governance Plan in Agriculture (NeGP-A)" in the entire country with a total project cost of Rs.885.79 crore. It aims to provide information to farmers free of cost on seeds, fertilizers and pesticides, Government Schemes, Soil health, crop management, farm machinery, fishery inputs, irrigation infrastructure, weather and marketing of agriculture produces through various Information & Communication Technologies(ICT) enabled means like short messaging service (SMS), Interactive Voice response system (IVRS), Unstructured Supplementary Services data (USSD) & Internet Kiosks etc.

2) An mKisan Portal has been developed which is an umbrella portal for all mobile based initiatives in the field of Agriculture & allied sectors. It brings together SMS (both Push and Pull), Interactive Voice Response System, Unstructured Supplementary Services of Data or USSD (which is essentially Interactive SMS and can facilitate data entry and query on Web Portals without internet), Mobile Apps and Services. Till date, more than 1035 crores SMSs have been sent to farmers by all agencies/ organisation/ departments in agriculture and allied sectors down to Block level throughout the country.

3) A Farmers' Portal has been developed which aims to serve as a One Stop Shop for all the farmers for accessing information on agricultural activities.

4) Kisan Call Centres (KCC) have been set up in different states which provide information to farmers in their own languages. More than 198 lakh calls have been received by KCC since its inception in.

5) 80 portals / applications have been developed covering both the headquarters and field offices/ directorates such as SEEDNET(Information on quality seeds), DACNET (e-Governance initiative), AGMARKNET (prices and arrivals in Mandis), RKVY (Rashtriya Krishi Vikas Yojana), ATMA, NHM (National Horticulture Mission), INTRADAC, NFSM (National Food Security Mission) and APY (Acreage, Productivity and Yield).

6) Ministry of Agriculture and National Dairy Development Board (NDDB) has developed an application called "Pashu Poshan". This application enables dairy farmers to balance the ration for their animals as per their nutritional requirements and locally available feed material which optimizes the cost of feeding, too.

7) Newly developed application of Information Network for Animal Productivity & Health (INAPH) has been made available on web as well as android platform.

8) A mobile application, namely M-agriculture has been launched for water resource management for Jhinga cultivation.

****